Apparatix Unleashed '23 Agenda

TUESDAY, October 24, 2023

2.00 pm - 5.00 pm - Registration
5.00 pm - 7.00 pm - Opening Reception and Sponsor Social *(Appetizers and Drinks provided)*

WEDNESDAY, October 25, 2023

** 7.00 am to 8.15 am - Continental Breakfast & Visit with Sponsors *(Breakfast provided)* **

8.30 am to 8.45 am	A Welcome to the Future: What to Expect at Unleashed '23 [General Session]
8.45 am to 9.30 am	Rethinking Revenue: Cross-Industry Strategies for Boosting Revenue - a Fireside Chat with guest hoteliers Donte Johnson and Jason Bass [General Session]
9.30 am to 10.00 am	Unlocking Higher Revenue: Secrets to Success in an Age of Change with Apparatix President John James [General Session]
10.00 am - 10.30 am	Fueling Growth Sign by Sign: A Case Study with Huntington Outdoor [General Session]
Note: For session descriptions, click HERE.	

** 10.30 am to 11.00 am - Networking Break & Visit with Sponsors *(Snacks and Beverages Provided)* **

11.00 am to 11.45 am	Breakout Sessions
	● Get your Rates Right: Secrets of Rate Management (Industry/General Interest)
	● Financial Mastery I: Sales Invoicing and Lease Payments in Apparatix (Apparatix Users)
	● Introduction to Apparatix - 45m demo - p1 (Product Demos)

12.00 pm to 12.45 pm	Breakout Sessions
	● Maximize Your Rates with Analytics: Project Occupancy to Manage Rate (Industry/General Interest)
	● Fulfillment Fundamentals: Inventory, Production, and Operations Management (Apparatix Users)
	● Introduction to Apparatix - 45m demo - p2 (Product Demos)
Note: For session descriptions, click HERE.	

** 12.45 pm to 2:00 pm - Networking Lunch & Visit with Sponsors *(Lunch Provided)* **

2:00 pm to 2.45 pm	Boost Your Profits: Expert Panel Insights & Tips on Optimizing Sales Channels [General Session]
2.45 pm - 3:00 pm	Empowering your Business: The New Face of Apparatix [General Session]
3:00 pm - 3:30 pm	Product Roadmap: Powerful New Software to Drive Your Business [General Session]
Note: For session descriptions, click HERE.	

** 3:30 pm to 3.45 pm - Networking Snack & Visit with Sponsors *(Snacks and Beverages Provided)* **

3.45 pm to 4.30 pm	Breakout Sessions
	● Increase Your Billboard Earnings: How to Optimize Every Opportunity (Industry/General Interest)
	● Real Estate Revealed: Discover Ultimate Gems of APX (Apparatix Users)
	● Sales Success: Harnessing the Power of APX (Apparatix Users)
Note: For session descriptions, click HERE.	

Sponsor Cocktail Hour: 4:30 - 5:30
Staggered Departure Begins for Evening Offsite Party at Formetco: 5:15 pm - *Transportation provided*
Formetco-Sponsored Party: 6.00 pm - 9.00 pm - *Dinner and drinks provided*

THURSDAY, October 26, 2023

** 7.00 am to 8.15 am - Continental Breakfast & Visit with Sponsors *(Breakfast Provided)* **

8.30 am to 9.15 am	Opening Remarks & Expanding through Acquisition: A Case Study with Trailhead Outdoor [General Session]
9:15 am - 9:45 am	Unlock Bigger Profits with Digital: How to Maximize Programmatic Revenue [General Session]
9.45 am to 10.00 am	Closing Remarks - The Path Forward: Your Success Journey [General Session]
Note: For session descriptions, click HERE.	

** 10.00 am to 10.30 am - Networking Snack & Visit with Sponsors *(Snacks and Beverages Provided)* **

10.30 am to 11.15 am	Breakout Sessions
	● Supercharge Your Billboard Profits: Shattering Boundaries with AI (Industry/General Interest)
	● Boost Your Business with Data: Using Data to Navigate Change (Industry/General Interest)
	● Fulfillment Unleashed: Advanced Features to Boost Efficiency (Apparatix Users)
11.30 am to 12.15 pm	Breakout Sessions
	● Amplify Your Billboard Profits with AI: The Impact of AI on Out of Home (Industry/General Interest)

	● Maximize Your Billboard Sales: KPIs for the Today's Sales Management (Industry/General Interest)
	● Sales Secrets: Tapping into Apparatix's Next-Level Features (Apparatix Users)
Note: For session descriptions, click HERE.	

** 12.15 pm to 1.15 pm - Networking Lunch & Final Visit with Sponsors *(Lunch Provided)* **

1.15 pm to 2:00 pm	Breakout Sessions
	● MagnifyYour Billboard Impact: The Power of Dynamic Content (Industry/General Interest)
	● Training Hub: A Tour of New Tools to Train Your Team for Success (Apparatix Users)
	● Financial Mastery II: Advanced Accounting Reports (Apparatix Users)
Note: For session descriptions, click HERE.	

2:00 pm - Conference concludes